

**UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH**

In re the Application of:)	
K. KLARFELD et al.)	Examiner: Brown, Rueben M.
)	
Serial No.: 09/963,335)	Art Unit: 2424
)	
Filed: September 24, 2001)	Confirmation No.: 2141
)	
For: SYSTEM AND METHOD FOR)	Reply to Office Action
PERSONALIZED TV)	Dated July 7, 2009

REPLY TO OFFICE ACTION DATED JULY 7, 2009
AND PETITION FOR TWO MONTH EXTENSION OF TIME

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Applicant hereby replies to the Office Action dated July 7, 2009, in the above-referenced patent application. Attached hereto are the following additional documents, if any: Information Disclosure Statement. Reexamination and allowance of all claims is respectfully requested in view of the following amendments and remarks. No new matter has been added.

Applicant hereby petitions for a two month extension of time from October 7, 2009 to December 7, 2009, to respond to the Office Action. An extension fee in the amount of \$490.00 is being paid via credit card. If necessary, the Commissioner is hereby authorized in this reply, to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any additional fees required under 37 C.F.R. §§1.16 or 1.17, particularly, extension of time fees.

Amendments to the Claims begin on page 3 of this paper.

Remarks begin on page 9 of this paper.